

For
Saturday

Store Hours, 9 to 5:30

The 1921 repetition of the Great Gimbel Silk Sale is made a feature of the Eight-Million-Dollar Reduction Sale.

GIMBEL BROTHERS
MARKET • CHESTNUT • EIGHTH • NINTH

Friday, January 7, 1921

Saturday ends the very beautiful presentation of Palm Beach Fashions on Living Models, 11 and 2:30.

For
Saturday

The Great 1921 Gimbel Silk Sale

Opens Saturday Morning

Vast
Selling SpaceSecond-floor Silk Salons.
Second-floor Main Aisle.
Counters on First-floor Grand Aisle
Silk Section and Aisle in Subway Store.

Save Third to Half from September Valuations

For twenty years the Gimbel Winter Silk Sale has stood as the supreme event of America in its line.

Preparations for this sale were delayed by unfavorably high prices—but finally

The World Price Break Brought Rare Values

And we bought when every silk man was bluest.

Now, prices have revived and stores cannot, in most cases, buy at the low prices we paid. Any reasonable-size order can be filled, but we reserve the right not to sell to dealers.

Sale Price
\$2.68 a yd.

Two thousand yards of fine Crepe Chinoise; 40-inch. This is a lustrous, heavy crepe de chine—charming colors—specially priced to win your favor. Similar crepes have recently sold for double this price.

Sale Price
\$1.68 a yd.

Three thousand yards Washable Satins; yard wide—wonderful values for so low a price from a manufacturer reducing stock. Very durable. White and colors. Have sold for nearly double.

Sale Price
\$1.58 a yd.

Five thousand yards Famous La Jerz Shirting Silks in more than a score of styles and combinations of rich satin stripes. Splendid for service. Were more than double this price.

Sale Price
\$2.38 a yd.

Four thousand yards Charmeuse Satins; 40-inch. Rich, lustrous quality from a celebrated maker. Less than half price. Black, navy, brown and other colors.

Sale Price
\$1.28 a yd.

About two thousand yards Shirting Silks in great variety of new styles of satin stripes—32-inch. A durable tub silk for either shirts or dresses. Sold for double this price.

Sale Price
\$1.55 a yd.

Twenty-nine hundred yards Crepes de Chine; 40-inch; in a host of choice colors and black. Fine luster and finish. Since we bought the price has advanced materially.

Sale Price
\$1.55 a yd.

Thirty-three hundred yards Colored Taffetas; yard wide—in choicest colors, such as navy blue, brown and many others. Scarce at full price.

Sale Price
\$5.90 a yd.

Twenty-five hundred yards Chiffon Velvets; 42-inch—wonderful bargain. Black and about a score of choice colors. Much less than half price.

Sale Price
75c a yd.

Natural color Japanese Pongee Silks; 32 inches wide—the kind that wears and wears. Less than half former price.

Sale Price
\$1.68 a yd.

Thirty-four hundred yards Tricolettes; 35-inch, in wonderful colors—including sport shades for tie-on blouses. Priced today at about a fourth former price. And in wonderful demand.

Sale Price
\$1.68 a yd.

Yard-wide White La Jerz Wash Silk at an extraordinary price. Cost the owner a dollar a yard more than this price.

This Is a Sale of Fashion Silks

CHARMEUSE SATINS
TRICOULETTES
WASH SATINS
CREPES DE CHINE
LA JERZ SHIRTINGS
COLORED TAFFETAS
CHIFFON VELVETS
FOULARDS
SATIN ROMAIN
GEORGETTE CREPES
SATIN MESSALINE
PEAU DE SOIEWHITE JERSEY SILKS
BLACK SILKS
NATURAL PONGEES
STRIPED TUB SILKS
PEKIN TAFFETAS
PRINTED PONGEES
CREPE METEORS
CHIFFON TAFFETAS
SATIN DUCHESSE
PEAU DE CYGNE
SPORT SATINS
SATIN CREPES
LINING SILKS

Now 75c to \$17.50 a Yd.: Save Third to Half

Sale Price
\$1.35 a yd.

Yard-wide Printed Dot Foulards. Three attractive styles on navy blue grounds. Nearly half former price.

Sale Price
\$1.35 a yd.

35-inch Black Satin in Messaline of fine quality and finish. About half former price.

Sale Price
\$4.90 a yd.

Remnants of Black and Colored Chiffon Velvets, in desirable lengths, many sufficient for gowns. Less than half price.

Sale Price
\$2.38 a yd.

Crepe Meteor in choice colors—navy brown—taupe—and other good shades; 40-inch.

Sale Price
\$1.90 a yd.

Yard-wide Self-Color Pekin Taffetas—something new and in choice colors. Navy blue, brown and other fine colors. With satin stripes of same color. Bought when cash was wanted more than silk.

Sale Price
\$1.85 a yd.

New Foulard Silks in the famous Venetian satin twill weave and in new designs and color combinations. Formerly nearly double.

Sale Price
\$1.58 a yd.

35-inch Satin Messaline in great variety of colors—plenty of navy and brown, besides light and dark shades. Selling at a dollar a yard more right now.

Sale Price
\$1.85 a yd.

35-inch Black Satin Duchesse from a prominent maker. One of the most staple of all silks yet underpriced for this sale. Save a third.

Sale Price
\$2 a yd.

35-inch Colored Dress Taffeta Silks in a splendid quality and a splendid variety of light and dark shades. Very scarce at much higher prices.

Sale Price
\$1.68 a yd.

35-inch Black Taffeta Silks of good luster and serviceable quality.

Sale Price
\$2.95 a yd.

40-inch Empress Crepe Meteor in black, white and colors; at about one-half former price. Beautiful quality and charming colors.

Sale Price
\$1.85 a yd.

35-inch Standard Black Peau de Soie at a saving of a third. This fine silk is scarce at any price.

Sale Price
\$2.95 a yd.

Fine quality Colored Chiffon Taffetas, 35 inches wide—plenty of navy blue, Exceptional value and in great demand.

Sale Price
\$1.58 a yd.

35-inch Black Peau de Cygne. One of the most satisfactory and staple black silks made. The saving is at least a third.

Sale Price
\$2.95 a yd.

Famous Sports Satins in colors; also black; 40 inches wide. Plenty of white, pink and other attractive colors. Less than half former price.

Sale Price
\$1.68 a yd.

Superior Quality Social Satin in white and pink—with splendid weight and luster. 35-inch.

Sale Price
\$1.78 a yd.

Twenty-five hundred yards Crepe Neptune in a host of attractive colors. With unusual luster of more than a third.

Sale Price
\$2.68 a yd.

Rich Satin Romulus in black and white only; wonderful luster and magnificent quality. Now at half price.

Sale Price
\$1.35 a yd.

Two thousand yards Crepe Georgetown—a famous pebble weave in fine variety of choice colors or black.

Sale Price
\$17.50 a yd.

Rich and sumptuous Brocades for occasions, in elaborate designs.

—Gimbels, Silk Salons, Second floor; Some on Grand Aisle; Also in Subway Store.

SALE EXTRAORDINARY OF Society Brand Suits and Overcoats

Half Price : Just Above Half : Some Much
Under Half : \$160,000 for \$246,600 Worth

Less Than Production Costs

Our entire holdings of Society Brand clothing are included—the newer, fuller-shape coat models, you know. And also all Kuppenheimer clothing.

Overcoats

\$29.50 **\$47.50**
Were \$65 and \$70 Were \$75 and \$85**\$67.50**

Were \$90 to \$150

Great Coats : Ulsters Raglan-Ulsters

Rich, deep-pile, "lofty" Crombie and Worumbo Montagnacs—acme of luxury, with Sedan Montagnac Mills of France still not rebuilt; and English Duffles, Shetlands, Chinchillas and Whitneys.

Dress Overcoats of vicuna and kersey.

Fur-Collared Overcoats included in the groups at \$47.50 and \$67.50.

Society
Brand
Clothes

Men's Suits

\$29.50 **\$47.50**
\$67.50

Early Values \$65 to \$125

Newest, fuller-shape single- and double-breasted suits—of glove-finish imported worsteds, silk-mixed worsteds, smooth velours, cassimeres, herringbones, tweeds and chevots.

Plenty of fine blue and black worsteds.

This clothing has set a new standard in ready-to-wear clothes; in fabrics, holding to the world's best and getting early choice of new patterns, while the designing—which gives the style and comfort both—is of pre-eminently first rank.

These two houses—with a national distribution of tens of millions of dollars—employ artists regardless of cost in the determination to maintain leadership.

This sale sets new values in clothing—ready-made, but comparable only with the most exclusive custom work.

—Gimbels, Second floor.

Men's \$7 to \$12 Hats at \$4.95

57 were \$7
779 were \$9
287 were \$11300 were \$8
565 were \$10
267 were \$12

Styles? The hats of today that top big cities' careful dressers—here are some pen-and-ink hints—

Derbies : Soft Hats : Velour Hats.

These are all of the finer winter hats we have left—except Stetsons—as fine as Philadelphia holds. \$4.95—a most astounding sale.

—Gimbels, Ninth and Market Corner.

Quinby California Chocolates

—those luscious combinations of chocolate, fruit and nuts—packed in California redwood boxes—sell regularly at \$1.75 to \$2.50 a pound.

Here come 6000 boxes to sell Saturday—at Gimbels—Quinby chocolates at their best—

The chocolate-covered nuts and fruits at 88c lb.

78c
LB. BOX

—Gimbels, Chestnut Street Annex, Grand Aisle and Subway Store.